

ABSTRACT OF THE DISCLOSURE

To automatically manage payment of charge produced between an apparatus manufacturer and an information provider, and to promote sales of an information processing apparatus and information contents.

There are provided: a terminal device 11 to managed so as to manufacture and manage an information processing apparatus 16 and so as to sell to a user 14 an information processing apparatus at a price lower than a desired sales price of an apparatus manufacturer 15; a terminal device 12 managed so as to provide to the user 14 available information contents 18 at the information processing apparatus 16, and then, collect charge; and a sales activity management apparatus 13 for managing the terminal devices 11 and 12 based on a license agreement made in advance between an apparatus manufacturer 15 and an information provider 17, wherein this sales activity management apparatus 13 issues an instruction for the terminal device 12 to return to the terminal device 11 an amount of money corresponding to a difference produced because the apparatus manufacturer 15 has provided the information processing apparatus 16 to the user 14 at a low price according to an amount of money for a charge collected from the user 14.

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